

Message Text

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62

ORIGIN COME-00

INFO OCT-01 EA-07 ISO-00 EB-05 RSC-01 /014 R

66611

DRAFTED BY: COM/OIM/SAD/RGOOTENBERG/DCG

APPROVED BY: EB/OCA/REP:LHPOMEROY

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R 031904Z JUN 74

FM SECSTATE WASHDC

TO AMEMBASSY SINGAPORE

UNCLAS STATE 115866

E.O. 11652: NA

TAGS: BEXP, SN

SUBJECT: IN-STORE PROMOTION: METRO

REF: SINGAPORE 1543 AND A-57

1. COMMERCE IN RECEIPT OF EXCELLENT DETAILED PROPOSAL BY METRO FOR APRIL 1975 FOUR STORE PROMOTION.
2. COMMERCE HAS ALLOCATED DOLS 25,000 TO SUPPORT PURCHASING PLAN OF ABOUT DOLS 500,000. BUDGET DEPENDS ON AVAILABILITY OF FISCAL 1975 FUNDS YET TO BE APPROPRIATED BY THE CONGRESS. PROPOSED LETTER OF INTENT WHICH COULD BE SIGNED BY METRO WILL BE AIRMAILED.
3. INCREMENTAL PURCHASES FROM U.S. WOULD BE THOSE MADE APPROXIMATELY 6 MONTHS PERIOD PRIOR TO THE PROMOTION COMPARED TO PURCHASES MADE DURING BASE PERIOD A YEAR PREVIOUSLY. INCREMENTAL SALES ARE THOSE MADE DURING 3 WEEKS OF PROMOTION COMPARED TO THOSE MADE IN SIMILAR 3 WEEK PERIOD IN THE PREVIOUS YEAR. THE MOST SIGNIFICANT STATISTICS WILL BE INCREMENTAL PURCHASES (F.O.B. U.S.) MORE THAN SALES. NO REASON FOR STORE TO STOP SELLING U.S. PRODUCTS DURING CHRISTMAS AND CHINESE NEW YEARS PERIODS. ONE THIRD OF

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BUYING FOR THE PROMOTION MUST BE PRODUCTS NEW TO STORE OR

NEW TO SINGAPORE. KISSINGER

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
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Draft Date: 03 JUN 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Document Unique ID: 00
Drafter: COM/OIM/SAD/RGOOTENBERG/DCG
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30 JUN 2005

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